

ABSTRACT

System and method for supporting coordination and collaboration of multiple users, such as shoppers, in an activity. Individual lists are organized, each list associated with a different participating user and including multiple entries promoting efficiency in the activity, each entry describing an item to be located and/or obtained by the user. Each list is accessible on an electronic device by each user, where a user can obtain or locate the items described on that user's list during the activity. In another aspect, users can communicate messages and list changes and locate other users during the activity.